



**EUROPARC Federation
Report to Council
May 2014**

Title:

EUROPARC Consulting Report to Federation Council
– Update to May 2014

Summary :

Update on activities of EUROPARC Consulting

Recommendations :

- ❖ To note the report.

Background and Purpose

EUROPARC Consulting (EC) is the consultancy arm of the EUROPARC Federation. The company is wholly owned by the EUROPARC Federation and established as a trading entity under German law. The company also has a registered subsidiary company in England, through which its UK business is administered.

In 2007 the EUROPARC Consulting *Beirat* (Advisory Board) formulated our aims as follows:

- To provide good value-for-money and high-quality expert consultancy services for the EUROPARC Federation network and beyond, with experts mainly drawn from the EUROPARC pool.
- To help raise the Federation's profile in Europe.
- To contribute financially to the EUROPARC Federation, aiming to provide funds towards one full-time member of staff

After passing the 2013 Resource Recompense to the Federation it brings the total contributed to the Federation to 142,500.50 € over the past 6 years (since 2008).

Business Overview

The second half of 2013 provided a most challenging trading situation but the first quarter of 2014 has shown a more upbeat picture. We have contacted by newsletter over 2,000 organisations with whom we have been in touch during 2012 and 2013. In addition, we have been in touch individually with most former clients for whom we have worked since 2008, all to help raise our profile to generate new business.

Our website and Facebook page enjoy good coverage and we have been able to increase significantly the number of our Expressions of Interest and nonspecific enquiries, including project development.

However, the forecast for 2014 must be cautious. Despite efforts to increase the number of tenders, developing projects and finding new areas of business, it is impossible to see how many of these opportunities can be turned into contracts. Our reduced cash flow continues to affect our ability to bid for larger contracts. Without higher income levels it leaves us with the ability to bid only for small and medium-sized contracts which are usually more fiercely contested.

During 2014 and possibly beyond, we need to rebuild our bank reserves to ensure a higher operational cash flow and regain the ability to tender for larger projects, allow more *pro-bono* work, meetings with potential clients and possible pre-financing of larger contracts. During 2014 a review our Business Plan, with benefit from the new Federation Strategy, will help. EUROPARC Consulting will not be able to pass a Resource Recompense to the Federation in 2014, and is unlikely in 2015.

Future Outlook

In its work, EUROPARC Consulting has always taken the Federation's Strategy as its starting point to help promote the ethos of the Federation within the wider remit of the company. The Articles of Association state that "*The object of the company is to*



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act as consultants and to render services to private and public institutions in connection with planning establishing and managing nature and national parks and similar protected areas including conservation areas of all kinds for the protection of nature, animals and landscapes, as well as to act as consultants and render services in connection with animal, nature and landscape conservation projects of all kinds.”

EUROPARC Consulting welcomes the development of the Federation’s future strategy. We also welcome discussions around EUROPARC Consulting’s role in that Strategy to ensure, firstly, that EUROPARC Consulting’s work is in line with the Federation Strategy. Secondly, they familiarise EUROPARC Consulting with what the Strategy will eventually require from us. However, there is a third important aspect to this: Involving EUROPARC Consulting in early discussions will enable us to see perhaps additional ways of contributing to the work of the Federation.

EUROPARC Consulting has been successfully working in many countries with members of the EUROPARC Federation over the past ten years. We have built a wide and skilled pool of experts with knowledge of all parts of protected-area work. We have the capacity to do more but we can only achieve this if we have an opportunity to tender for projects.

Lastly we want to thank the EUROPARC Federation Directorate team for their support.